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Mass Transit Authority

The Mass Transit Authority develops and recommends to the City Council policies on the various elements of public transportation and transportation facilities for the purpose of providing for the safe, efficient and economical movement of persons and goods in the City.

Meets on call.

Members:

Michael Meulemans, Chairman
vmmeule@merr.com

Lisa B. Nelson, Co-Chairman
lbn@charter.net

Robb Kahl, Mayor
mayor@ci.monona.wi.us

Warren Nelson

Gary Runk

Randy Parvin

Chad Speight

David L. Berner, City Staff
cityadmin@ci.monona.wi.us

Agendas:



agenda coming soon!

Minutes:

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City of Monona Transit Services

The Monona transit system operates a two-service plan: Regular commuter route (Monona Express) and Elderly and Disabled Route (Monona Lift)

The **Monona Express** provides commuter service between Monona and downtown Madison during the morning and afternoon rush hours, Monday through Friday, excluding holidays.

The **Monona Lift** is a route equipped with a handicapped accessible vehicle, and is designed to meet the needs of the elderly and disabled as well as the general public. Service is provided on a scheduled route basis, with stops made at designated Monona bus stops. In addition, Elderly/Disabled passengers with special needs may prearrange individualized rides to and from specific locations by making a reservation in advance (608) 222-3350. Rides are provided within 3/4 mile of the route service area. No service is available on holidays.

In addition frail elderly may also request use of Retired & Senior Volunteer Program (RSVP), 608-238-7787.

The hours of Monona Transit system are as follows:

DAY	MONONA EXPRESS	MONONA LIFT
Monday - Friday	6:00 AM - 8:32 AM 3:32 PM - 5:44 PM	06:30 AM - 05:50 PM
Saturday – Sunday	None	None

Fares for Monona Transit system are as follows:**Monona Express**

Regular rider cash fare	\$3.00 per ride
Regular rider ticket with 20 rides	\$2.25 per ride
Senior/Disabled rider	\$1.50 per ride
Student rider	\$1.50 per ride
Transfer rider	\$0.50 per ride

Monona Lift

Regular rider cash fare	\$2.25 per ride
Regular rider ticket with 20 rides	\$2.25 per ride
Senior/Disabled rider	\$1.50 per ride
Student rider	\$2.25 per ride
Transfer rider	\$0.50 per ride

These fares apply during all operating hours. Call (608) 222-3350 for bus routes provided by the Monona Transit system.

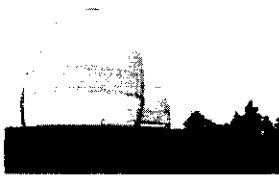
Click on the following for more detailed information

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[Express Map](#)

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Monona Lift

CLICK ON THE TOPIC YOU WANT TO READ ABOUT:

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<u>FARES</u>	<u>RESERVATIONS</u>

SERVICE

The Monona Lift is a route equipped with a handicapped accessible vehicle, and is designed to meet the needs of the elderly and disabled as well as the general public. Service is provided on a scheduled route basis, with stops made at designed Monona bus stops (look for Monona symbol on Madison bus signs). In addition, Elderly/Disabled passengers with special needs may prearrange individualized rides to and from specific locations by making a reservation in advance with Laidlaw 222-3350. Rides are provided within 3/4 mile of the route service area. No service is available on holidays. (New Years Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas Eve and Christmas Day)

ROUTE

The route begins at the 3803 Monona Drive at 6:30 a.m. traveling eastbound through Monona to Madison making three loops at which time it will make a small loop just through Monona ending at the East Side Businessmen Association. Then the route travels from this point westbound to the Capital area. Upon its return another small loop only through Monona is scheduled. After completing this loop, two more circles from Monona to Madison are scheduled. See the timetable for schedule stops.

ELIGIBILITY FOR RESERVATION SERVICE

Persons must be at least 65 years old or physically disabled persons of any age with a physician's verification of need.

RESERVATIONS

Reservation should be made at least 24 hours in advance by calling Laidlaw at 222-3350 for guaranteed service. Reservation may be made on shorter notice subject to availability. If you must cancel a ride please call Laidlaw as soon as possible.

FARES

\$1.50 Adults

\$0.75 Students

\$0.75 Elderly/Disabled

\$0.50 Transfers*

\$2.00 Prearranged Reservation

Convenience passes (20 rides) are available on the bus and at Monona City Hall.

* The Monona Lift accepts transfers from Madison Metro but they do not accept transfers from our bus system.

SINCE THIS IS A DEVIATED ROUTE SYSTEM, ON OCCASION SOME SCHEDULED STOPS MAY BE SKIPPED PLEASE CALL LAIDLAW 222-3350 AND INFORM THEM AT WHAT STOP YOU WILL BE AT TO GUARANTEE PICK-UP.

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Monona Express

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<u>AFTERNOON STOPS & TIMES</u>

SERVICE

The Monona Express is an express commuter service running between the City of Monona and the downtown Madison / UW-Madison areas. No stops are made between the Monona city limits and the downtown Madison area.

ROUTE

[Click here for Monona Express Route Map](#)

FARES

Regular rider cash fare	\$3.00 per ride
Regular rider ticket with 20 rides	\$2.25 per ride
Senior/Disabled rider	\$1.50 per ride
Student rider	\$1.50 per ride
Transfer rider	\$0.50 per ride

* The Monona Lift accepts transfers from Madison Metro but they do not accept transfers from our bus system.

EXACT FARE REQUIRED

WEEKDAY MORNINGS (no holiday service)	BUS 1	BUS 2	BUS 1	BUS 2
SHATO AT FEMRITE Femrite at Roselawn Anthony Pl. at Frost Woods Frost Woods at Bridge Bridge at Graham	6:00am	6:35am	7:05am	7:40am
BRIDGE AT FORD Winnequah at Bridge Winnequah at Graham Winnequah at Frost Woods Winnequah at Owen	6:04am	6:38am	7:08am	7:43am
OWEN AT BRIDGE Pheasant Hill at Owen Pheasant Hill at Panther Pheasant Hill at Nichols Nichols at Midmoor Nichols at Maywood	6:08am	6:41am	7:11am	7:46am
SCHLUTER AT NICHOLS Schluter at Winnequah Winnequah at Baskerville Winnequah at Wyldhaven Winnequah at Vogts Winnequah at Progressive	6:12am	6:45am	7:14am	7:50am
DEAN AT WINNEQUAH Dean at McKenna Dean at Midmoor Dean at Schofield Dean at Gordon	6:18am	6:52am	7:19am	7:59am
MONONA AT LOFTY Monona at Coldspring Monona at Winnequah Monona at Buckeye Monona at Cottage Grove Rd.	6:21am	6:55am	7:22am	8:01am
ATWOOD AT OLBRICH	6:25am	6:58am	7:25am	8:03am
PINCKNEY AT MAIN Mifflin at Pinckney Mifflin at State State at Dayton State at Johnson State at Gorham University at Francis	6:35am	7:10am	7:35am	8:15am
UNIVERSITY AT PARK	6:45am	7:17am	7:45am	8:22am

UNION SOUTH Johnson at Charter Johnson at Mills	6:47am	7:20am	7:47am	8:24am
BROADWAY AT SOUTH TOWNE Shato at Femrite	6:57am	7:37am	7:59am	8:32am

WEEKDAY AFTERNOONS (no holiday service)	BUS 2	BUS 1	BUS 2	BUS 1
SHATO AT FEMRITE	3:15pm	3:45pm	4:15pm	4:50pm
BROADWAY AT SOUTH TOWNE	3:20pm	3:50pm	4:20pm	4:55pm
UNION SOUTH Johnson at Charter Johnson at Mills	3:35pm	4:05pm	4:35pm	5:10pm
JOHNSON AT PARK Johnson at Lake	3:37pm	4:07pm	4:37pm	5:12pm
STATE AT DAYTON State at Carroll Main at Carroll	3:40pm	4:10pm	4:40pm	5:15pm
MAIN AT KING Williamson at Jenifer	3:44pm	4:14pm	4:44pm	5:19pm
ATWOOD AT OLBRICH Monona at Cottage Grove Rd. Monona at Buckeye Monona at Winnequah Monona at Coldspring	3:55pm	4:25pm	4:55pm	5:30pm
MONONA AT LOFTY Dean at Gordon Dean at Schofield Dean at Midmoor	3:58pm	4:28pm	4:58pm	5:33pm
DEAN AT WINNEQUAH Winnequah at Progressive Winnequah at Vogts Winnequah at Wyldhaven Winnequah at Baskerville Schulater at Winnequah	4:01pm	4:31pm	5:01pm	5:36pm
SCHLUTER AT NICHOLS Nichols at Maywood Nichols at Midmoor Shore Acres at Nichols Pheasant Hill at Panther Pheasant Hill at Owen	3:32pm and 4:04pm	4:34pm	5:04pm	5:49pm

OWEN AT BRIDGE Owen at Winnequah Winnequah at Frost Woods Winnequah at Graham	3:35pm and 4:07pm	4:37pm	5:07pm	5:42pm
WINNEQUAH AT BRIDGE Bridge at Frost Woods Frost Woods at Anthony Shato at Femrite	3:37pm and 4:09pm	4:39pm	5:09pm	5:44pm

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EXHIBIT 3



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**Board of Education Informational Meetings Regarding
Facilities Referendum on February 15, 2005**

- Thursday, January 13, 2005, Cottage Grove School LGI, 6:30 P.M.
- Saturday, January 22, 2005, Cottage Grove School LGI, 1:00 P.M.
- Tuesday, January 25, 2005, Monona Grove High School Commons, 6:30 P.M.
- Monona Senior Center - Thursday, January 27, 2005, 10:30 A.M.

Referendum Information

Referendum Overview

**Letters to the Board
on the Facilities issue**

Public Hearing to Receive Comments Regarding Referendum Questions:

- Wednesday, January 26, 2005, Monona Grove High School Commons, 6:30 p.m.

**Message From Superintendent Gary
Schumacher**

SCHOOLS

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[The Alternative School](#)
[Winnequah Middle School](#)
[Cottage Grove School](#)
[Nichols School](#)
[Maywood School](#)
[Taylor Prairie School](#)

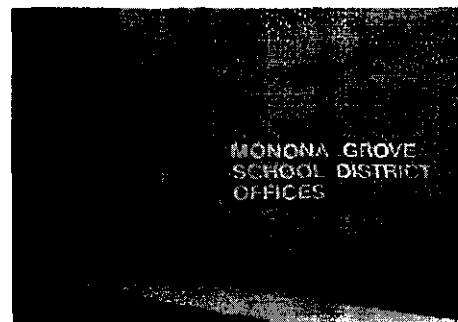
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RESOURCES

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[Resources for Students, Staff, and Families](#)
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EXHIBIT 4



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About the City of Monona

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[Monona Landmarks and Historic Heritage](#)

[Monona in the Making: History of the City of Pride](#)

[Royal Airport](#)

Originally part of the Town of Blooming Grove, Monona was incorporated as a Village on August 29, 1938. By that time, the area had changed from consisting mainly of farmland and summer homes to include more permanent homes and small businesses.

Over the years, the Village developed many public services including police and fire protection, street maintenance, and the provision of sewer and water utilities. During the 1950's, the Village grew from 2,544 to 8,178, which was the largest percentage increase (231%) of any community in the State during this decade.

This population increase led to a need for expanded Village facilities and services, and in 1963 the Village built a community center and adjacent swimming pool near the intersection of Nichols Road and Healy Lane. In 1967 the Village built a public library at the corner of Nichols and Schluter Roads. After Monona changed to city status in 1969, a city hall was built across from the library on Nichols Road. This building housed all the other operations of the City (including the fire and police departments).

During the 1960's there was a significant increase in commercial development in Monona with most of this development taking place along Monona Drive.

Monona annexed substantial properties in the 1960's and 1970's for residential, commercial and industrial purposes. By the 1980's, there was no more land available for annexation as Monona became almost completely surrounded by either the City of Madison or by bodies of water.

The next major change in the face of Monona came during the 1970's and 1980's with the development of the area along the Broadway Corridor from what is now called South Towne Drive east to Bridge Road.


With the completion of U. S. Highway 12 and 18, many business people, local citizens, city officials, and others have been working to find the most suitable ways to develop and redevelop the area along the Broadway Corridor. The River Place, Pier 37, and Ahuska Park developments are the result of these efforts. Careful planning will continue into the next millennium as these individuals and groups seek to balance the interests of current residents and businesses, the city government, and potential

developers along with environmental and economic concerns.

As Monona enters its second half-century, it is a strong, vital city looking to enhance its assets, take advantage of its opportunities and preserve all that is good about it as a community.

Origins of Monona Street Names Traced

The following article appeared in the August 14, 2003 edition of The Herald-Independent:

 [Whats in a Name](#)

Monona Landmarks and Historic Heritage

The City of Monona has a rich historic heritage and many historic sites and buildings that have been designated as landmarks. ***The City of Monona: It's Landmarks and Heritage*** book was published in 1980. It contains information and descriptions of historic sites and buildings in the following chapters:

Indians and Indian Mounds

Farms

Cottages and Resorts

Homes

Beginning

Linking

Sustaining

This book is available for viewing at the Monona Public Library and City Hall, and can be purchased at City Hall.

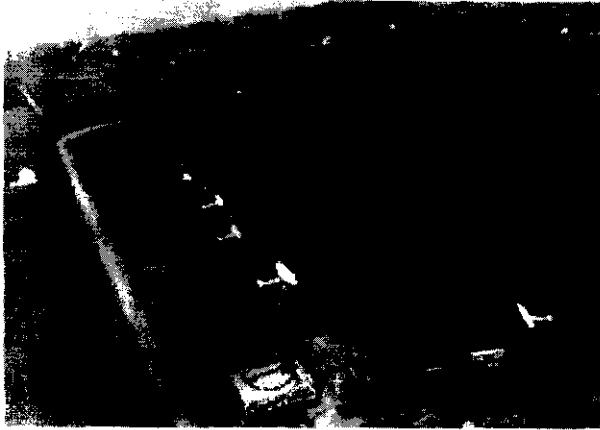
Monona in the Making: History of the City of Pride

Monona in the Making: History of the City of Pride, 10938-1975 was written by Dorothy Browne Haines and published in 1999. The subtitle of the book is the origin, growth, and struggles for independence of the community in the shadow of the Wisconsin capital city. The forward to the book states..."This volume presents the history of Monona from the time of its secession from the Township of Blooming Grove through it's annexation fight with the City of Madison, which led to the creation of its on High School District, and finally to its growth and development as full-fledged city." To read an excerpt from Ms Haine's book click below

 [Monona Historic Heritage](#)

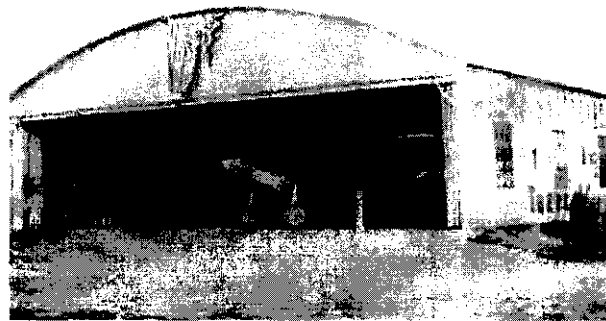
The book is available for viewing at the Monona Public Library and City hall, and can be purchased at the Dean House. Excerpts from the book are included in an article written by Dorothy Browne Haines in 1996 for ***Historic Madison: A Journal of the Four Lake Region Vol. XIII 1996***, published by Historic Madison, Inc., P. O. Box 2721, Madison, WI 53701.

Royal Airport



The City of Monona Landmarks Commission recently received approval from the State Historical Society of Wisconsin for a Wisconsin Historical Marker to mark the location of the former Royal Airport in the City of Monona. The Royal Airport was the site of an airplane landing field, hangers, flying schools and stunt shows. This field was the center of Madison aviation from 1926 to 1938, mainly through the efforts of Howard Morey and his founding of Madison Airways Corporation. Later known as Royal Airways Corporation, it provided the first passenger air service to Chicago. Northwest Airways, Inc., provided the first airmail service from this former farmland. The 100 foot wide hanger, built in 1926, could house 17 planes.

The Royal Airport was located where South Towne Mall and WPS are currently located. The State of Wisconsin Historical Marker will be placed in the City of Monona right-of-way near West Marine, Kohl's Department Store, and South Towne Drive.



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EXHIBIT 5

ELEMENT 6: ECONOMIC DEVELOPMENT

I. Element Overview

Monona is focusing its economic development efforts on infill development and redevelopment, since the majority of the city is built out and unlike to annex additional land. Most of Monona's land is already developed with residential, commercial, and industrial uses (see the Land Use Element for a list of the amount of vacant, undeveloped land remaining in the city for commercial development). The city has experienced steady growth in economic development in its commercial areas. Substantial development occurred in the 1980s in the South Towne area, and in the 1990s along East and West Broadway. Infill development, business expansion, and redevelopment have continued to occur along Monona Drive, one of the city's main streets and largest business districts.

Monona pursues an economic development strategy of business retention, expansion, and attraction. The City uses different methods and tools for economic development, including Tax Incremental Financing, redevelopment districts, grants, loans, and Industrial Revenue Bonds. Monona has adopted four *Tax Incremental Financing (TIF) Districts* between 1980 and 2000 to attract business development and to revitalize older areas of the city. (See Map Appendix L for the location of Monona's TIF Districts.) Additionally, Monona has adopted three *Redevelopment Project Plans* in areas that are in need of redevelopment. (See Map Appendix M for map of the three Redevelopment Districts.) Monona has also worked diligently to clean up and redevelop environmentally contaminated land.

Organizations working together in the city to pursue economic development include: the Monona Community Development Authority; the advisory Economic Development Committee; the Plan Commission; the City Council; and the Monona Chamber of Commerce.

During the first decade of this century, economic development efforts will focus primarily on the implementation of the City's newest TIF districts, redevelopment project plans, and the community's major thoroughfare, Monona Drive.

II. Background Information, Data, and Analysis

A. Strengths and Weaknesses in Business Attraction and Retention

Monona is a family community with a high quality of life. Its location, as well as its environmental and physical features make Monona an attractive area to locate a business. Many residents and businesses value the numerous educational opportunities in the area, as well as the high quality education provided by the Monona Grove School District. In addition to a high quality of life, the City of Monona has a lower city tax rate than nearby Madison, making it an appealing location for businesses. Monona also has a smaller, more accessible governmental body. Monona has been described as a business-friendly community and provides residents and business leaders with easy access to the City of Monona's employees and officials. The small government in Monona has allowed the City to take advantage of working with its neighbors and has established good intergovernmental relationships with numerous surrounding



communities. (See the Intergovernmental Cooperation element for more details.)

The City of Monona possesses much strength in attracting and retaining businesses. Monona's location, with close proximity to the Beltline Highway (U.S. Highway 12/18), Interstate 90/94, and the City of Madison, allows businesses to flourish. The city's location in the center of the Madison metropolitan region allows local businesses to draw upon a large labor pool and demand for products and services.

Monona also faces challenges in attracting and retaining businesses. With its close proximity to the interstate, and with its major thoroughfares like Monona Drive and Broadway, there is significant traffic and sometimes congestion in the city. Monona must rely on redevelopment strategies, as little vacant land exists in Monona for business or residential development. Several pieces of land in the city are not developed to their highest and best use. Some land is also difficult to redevelop because of their small parcel sizes. Being primarily landlocked by the City of Madison has been a challenge for Monona as well. The City of Madison has focused its new development and redevelopment projects on the west side of Madison, often neglecting the development of its east side, near Monona. Because of this, many potential businesses have not looked into Monona as an option for their business development plans. Monona meets a significant challenge in identifying itself as an independent community, separate from Madison. Finally, the City of Monona receives limited revenue sharing, which makes its planning, development, and redevelopment challenging.

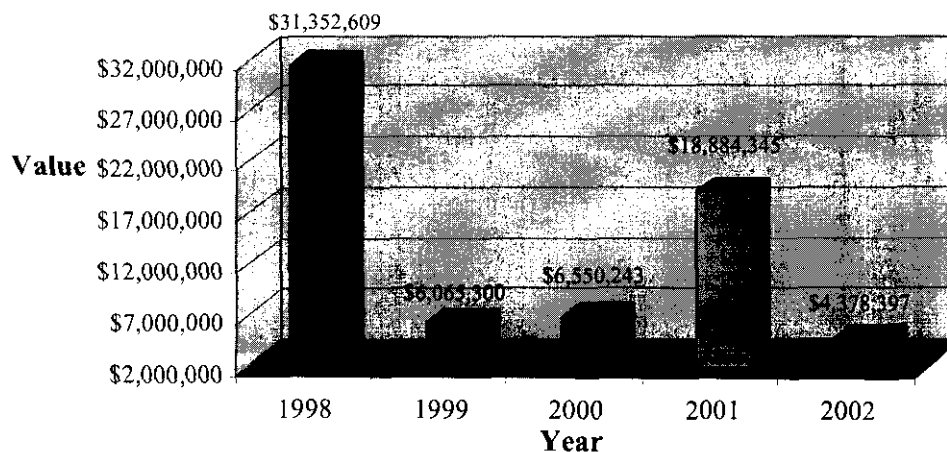
B. Economic Base

The City of Monona has a large commercial base with over 500 businesses. Commercial and light industrial land uses comprise approximately 13 percent of the land area in Monona. Because the City of Monona can no longer expand its borders, it has focused primarily on infill development and redevelopment in commercial areas. Many existing businesses have grown and expanded in the city. Monona has also attracted new businesses, large and small, to various established or expanded business and industrial districts. The Chart A shows the total value of construction in Monona from 1998 to 2002.

Most businesses in Monona are located in the Monona Drive business district, the Broadway corridor area, and the South Towne area. Monona's economic and business base includes a wide range of businesses.

Chart A: Total Development Value in Monona

Source: Monona Building Inspection Departments, 2003



C. Commercial Development History Since 1980

In the 1980s, the South Towne area was transformed from vacant, undeveloped land in southwest Monona to a retail and office development in the City's first *Tax Incremental Financing District (TID No. 1)*. In the early 1980s, South Towne Mall was developed with anchors Shopko and Kohl's Department Store. The 68,000 square foot South Towne Office Park was developed in the early 1980s, and a major expansion to WPS, the 155,000 square foot Nordby Building, was constructed in 1987. The South Towne Industrial Park, a 70-acre business park for office, warehouse, and light industry, was also developed in the mid to late 1980s. *TID No. 1* financed the construction of new streets and other infrastructure to support this development. *TID No. 1* was one of the most successful TIF districts in Wisconsin and was retired in 1991, after it added \$60 million of increment.

In the 1990s, development continued in the South Towne Business Park. Offices and warehouse businesses quickly filled the Park. Some infill development continued on the few vacant pieces of land left along Monona Drive, but most development took the form of redevelopment in the 1990s. Some redevelopment on Monona Drive included a new local bank, a national chain drug store, and medium rise condominiums. The largest project on Monona Drive in the late 1990s was the construction of the new \$22 million Monona Grove High School at the site of the former high school.

In 1988, the Wisconsin Department of Transportation completed the relocation of U.S. Highway 12/18, from Broadway, to the South Beltline Highway, a new six-lane highway addition. This new highway, as stated in the *Broadway Corridor Plan*, "open[ed] up new access points within the Broadway corridor and relocated traffic volumes that have a great impact on land use. In addition, the construction of the Beltline has opened up the Broadway corridor to better regional linkage which has directly resulted in creating new redevelopment and market opportunities."

The City of Monona adopted the *Broadway Corridor Plan* in October 1989 to plan the revitalization of the former Broadway corridor, which was left with many vacant and underutilized properties, including many old gas station sites. The redevelopment of this two and one-half mile stretch of four-lane highway at the southeastern entrance of the Madison urban area presented a major challenge in economic and community development for Monona.

The Monona Community Development Authority (CDA), the Monona Plan Commission, and the City Council worked together to create and adopt the *Broadway Corridor Plan*. They also created the City's second TIF district after *TID No. 1* was retired in 1991. *TID No. 2* financed the reconstruction of Broadway with a new streetscape to attract business investment and redevelopment. The CDA and the City Council adopted the City's *Redevelopment Project Plan No. 1* in 1994. Two large 15-acre commercial office and retail developments, River Place and Pier 37, were constructed along Broadway at the entrance to Monona from the Beltline Highway along Monona Drive. The City of Monona used a combination of infrastructure improvements, TIF assistance, and special assessments to assist these two major redevelopment projects. River Place, a \$15 million mixed-use development, is anchored by an 87-room hotel and two large office buildings. A 58,000 square foot grocery store anchors Pier 37, a \$12 million retail development.



Other significant business development that has occurred along Broadway since the relocation of the Beltline include the 28,000 square foot Broadway Business Center office building on the far west end of the corridor and a 67-room hotel at Broadway and Monona Drive. Wisconsin Physicians Service (WPS), the largest employer in Monona, has completed a major addition to their campus in 2002, with the development of a four-story, 109,100 square foot office building along Broadway and the Beltline Highway.

The City of Monona adopted a redevelopment plan for the area on the west end of the Broadway corridor in 1998. *Redevelopment Project Plan No. 3* was implemented to encourage investment and redevelopment in the area along Bridge Road. As of 2003, no major redevelopment activity has occurred in this area. One of the City's economic development goals is to redevelop this area for office, commercial, or condominium development.



A third TIF district, *TID No. 3*, was created in 2000, in the office and warehouse area in the far west end of the city, just south of the Beltline, to encourage office redevelopment near this highway. Redevelopment of this area for Class A office space is another economic development goal of the City.

Planning and redevelopment efforts have recently shifted focus to Monona Drive, one of the City's main streets and largest business districts. In 1993, the CDA financed a traffic safety study of Monona Drive. This study identified many traffic problems with Monona Drive and laid some groundwork for the redevelopment of this corridor. A Monona Drive Advisory Committee was formed in 2000, and a consultant was hired to prepare a land use and traffic study for Monona Drive. The *Monona Drive Corridor Study* was completed in 2002. After preparation of this Comprehensive Plan, detailed engineering, streetscape, and landscaping plans will be prepared for Monona Drive, with plans to reconstruct the street, with some funding from WisDOT. In 1998, *Redevelopment Project Plan No. 2* was created. In 2000, *TID No. 3* was created along Monona Drive from Femrite Drive north to Panther Trail.

Residents had the opportunity to voice their concerns and ideas about the project in the *2001 Master Plan Survey*, the *Monona Drive Corridor Survey* (2001), and in the *2003 Community Survey*. (Survey results are located in Appendices E, F, and G, respectively.) Additionally, numerous public workshops have been held to develop the new concept for Monona Drive, which includes a city center. The *Monona Drive Corridor Study* (2002) shows the design ideas for this project. With the upcoming redevelopment of Monona Drive and other districts in the future, there will be opportunities for businesses to expand and to relocate in the City of Monona. Current and new businesses along Monona Drive will be required to comply with the zoning requirements and design standards, which will be adopted by the community before redevelopment begins.

D. Labor Force

1. Dane County

Dane County currently has one of the lowest unemployment rates in the State of Wisconsin. The *Dane County Workforce Profile*, published by The Wisconsin Department of Workforce Development, reports that the 2000 unemployment rate was 1.5 percent. The report indicates that Dane County has increasing business activity and a slowing labor force. Dane County's unemployment rates are far below the national rate of approximately 4 percent and the state's rate of approximate 3.4 percent, in 2000. However, the Dane County Regional Planning Commission reported that in 2002, Dane County's unemployment rate rose to 2.7 % (Regional Trends 2002: Dane County).

The *Vision 2020 Dane County Land Use and Transportation Plan* (1997) includes labor force and employment predictions for the county through 2020. These predictions are illustrated in Table A.

TABLE A - Dane County Labor Force and Employment: 1970-2020

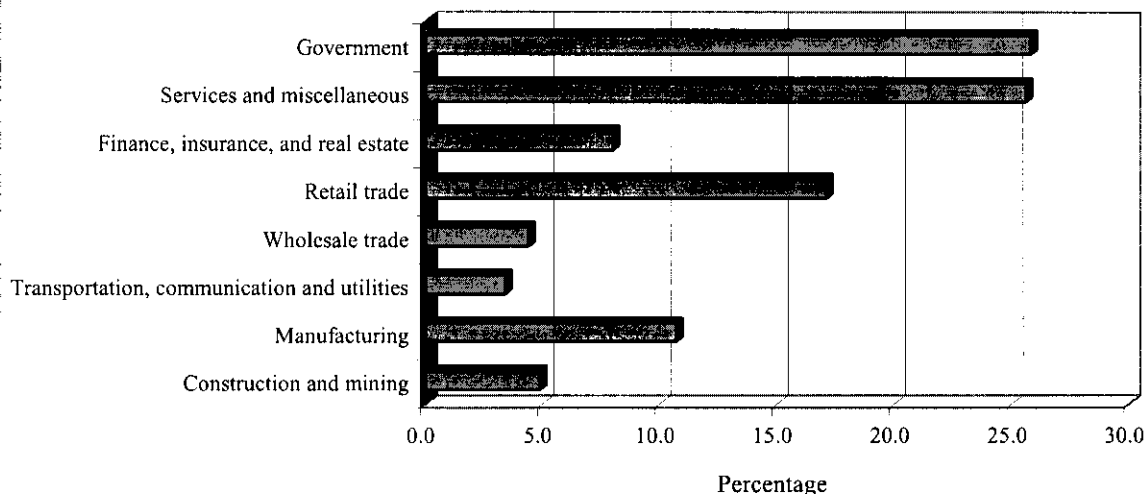
Source: Dane County Regional Planning Commission

	<u>1970</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	<u>2020</u>	<u>% Change 1990-2020</u>
Labor Force	126,911	178,136	214,866	245,936	273,896	287,064	33.6
Employment	120,600	170,000	215,983	253,536	275,328	288,565	33.6

Chart B depicts Dane County's labor force by industrial classification.

Chart B - Employment by Industrial Classification in Dane County in 1999

Source: Wisconsin Department of Workforce Development, 1999



2. City of Monona

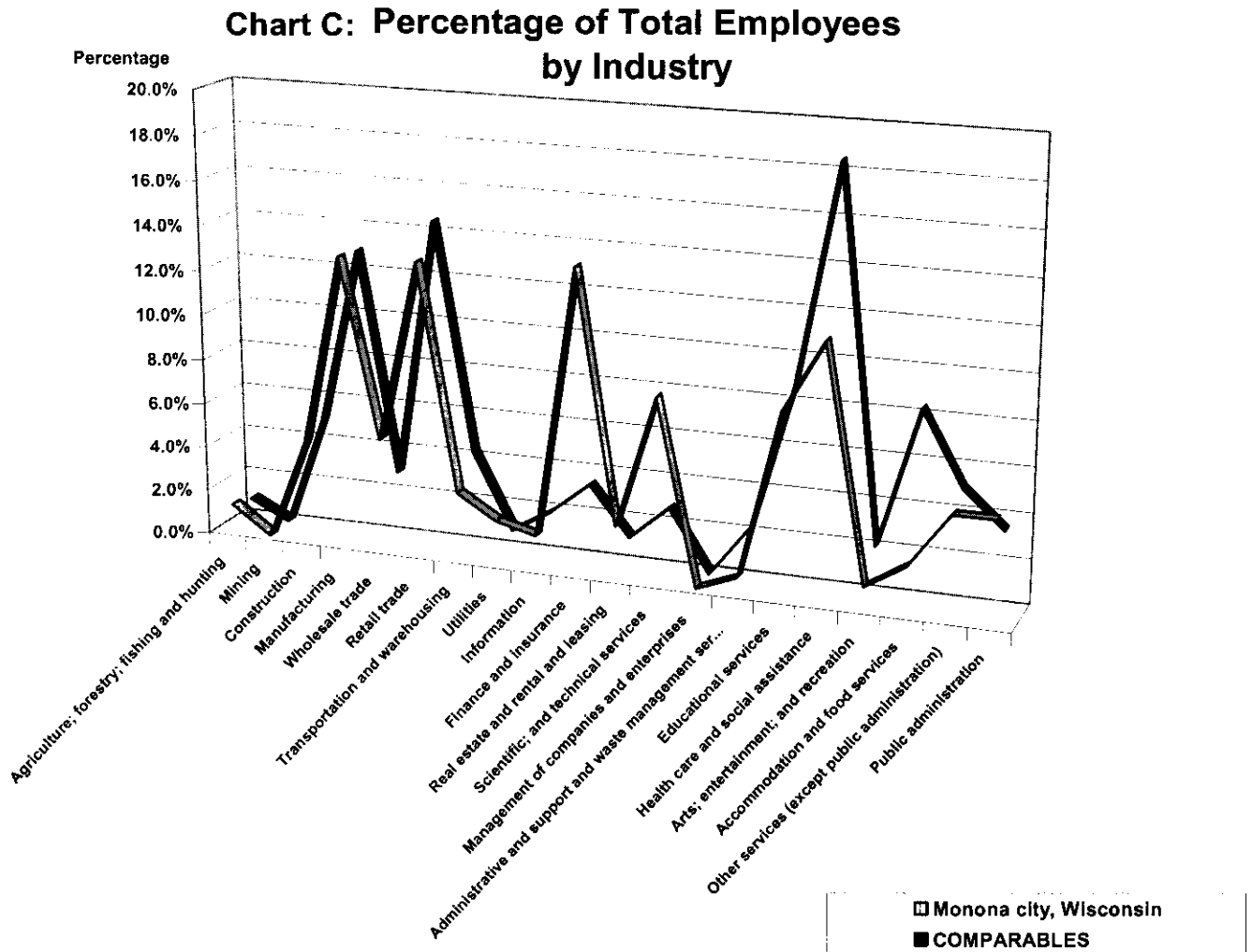
a) Labor Statistics

Data from the 2000 Census shows that 4,603 of Monona's residents are in the labor force, while 1,992 are not. Out of these 4,603 people in the labor force, 4,592 are employed and 166 are unemployed. Therefore, the unemployment rate in Monona is 2.5%.

The 2000 Census also shows that 72% of workers are "private wage and salary workers", 22.7% are government workers and 5.3% are "self-employed workers."

b) Employment by Industry

Employment in Monona is dominated by four industries: finance and insurance (13.5%); retail trade (13.1%); manufacturing (13.0%); and health care and social assistance (11.4%) (UW-Extension and U.S. Census Bureau). The following graph, Chart C depicts Monona's employees by industry and displays the average results of comparable geographies, which include Middleton, McFarland, Waunakee, Stoughton, Verona, and Sun Prairie.



Source: UW Extension - Center for Community Economic Development

Table B below has detailed data on the percentage of employees by industry.

Table B: Percentage of Total Employees by Industry: Monona, WI

Source: UW Extension - Center for Community Economic Development

INDUSTRY	City of Monona	COMPARABLES	US	Midwest	WI
Agriculture; forestry; fishing and hunting	1.3%	1.0%	1.5%	1.9%	2.7%
Mining	0.0%	0.1%	0.4%	0.2%	0.1%
Construction	4.5%	5.1%	6.8%	6.1%	5.9%
Manufacturing	13.0%	12.9%	14.1%	18.5%	22.2%
Wholesale trade	5.0%	3.0%	3.6%	3.5%	3.2%
Retail trade	13.1%	14.5%	11.7%	11.7%	11.6%
Transportation and warehousing	3.0%	4.3%	4.3%	4.3%	3.7%
Utilities	1.9%	0.9%	0.9%	0.9%	0.8%
Information	1.5%	2.0%	3.1%	2.5%	2.2%
Finance and insurance	13.5%	3.4%	5.0%	5.0%	4.9%
Real estate and rental and leasing	2.3%	1.2%	1.9%	1.5%	1.2%
Scientific; and technical services	8.3%	2.8%	5.9%	4.9%	4.0%
Management of companies and enterprises	0.0%	0.0%	0.1%	0.1%	0.1%
Administrative and support and waste management services	0.7%	2.3%	3.4%	2.9%	2.5%
Educational services	8.2%	8.8%	8.8%	8.6%	8.5%
Health care and social assistance	11.4%	18.5%	11.2%	11.5%	11.6%
Arts; entertainment; and recreation	1.0%	2.2%	1.8%	1.5%	1.5%
Accommodation and food services	2.1%	8.4%	6.1%	5.8%	5.8%
Other services (except public administration)	4.6%	5.1%	4.9%	4.6%	4.1%
Public administration	4.6%	3.5%	4.8%	3.9%	3.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

Comparable Geographies Include: Middleton, McFarland, Waunakee, Stoughton, Verona, and Sun Prairie

c) Major Employers

Monona's largest employer, in 2004, is Wisconsin Physicians Services (WPS) with 3,530 employees. See the Table C below for other major employers in Monona.

TABLE C: Major Employers

Source: Monona Chamber of Commerce, 2004

Company	Number of Full Time Employees
Wisconsin Physicians Service Insurance Corporation (WPS)	3,530
Electronic Data Systems Corp / United Government Services	395
Copp's Food Store	150*
Menard's	135*
B D Diagnostic Services	132
Kilgust Mechanical	124
Kohl's Department Store	120*
First Supply Madison	115
Shopko	110*
Widen Colorgraphic	80
TruGreen/Chemlawn	80
Homburg Contractors	65**
Monona State Bank	58
Vendura	50
Ultimate Spa Salon	46
Red Robin Restaurant	45*
Denny's Restaurant	40
Power System Engineering	40

** Includes part time employees.*

*** Includes seasonal employees.*

E. Community Development Authority

The City's Community Development Authority (CDA) has also been active in planning and promoting business development, particularly in the Monona-Broadway Business District. The CDA works cooperatively with the Chamber to encourage a strong city economy. The CDA was established by the Monona City Council on March 7, 1982. It is considered a separate Wisconsin municipal corporation that will carry out "blight elimination and urban renewal" programs. The CDA has the power to acquire property, to condemn property by eminent domain, and to hold property. It prepares and carries out redevelopment plans and projects. It also borrows funds and issues bonds to finance such projects. The Mayor appoints members to the CDA, and the City Council confirms them. The CDA is served by city staff, including the City Administrator and the Planning and Community Development Coordinator. The City Attorney also advises the CDA.

The Community Development Authority works cooperatively with the Plan Commission to eliminate blight in the community while promoting the City's commercial benefit. The Monona Community Development Authority adopted a mission statement and operating policies in 1994.

F. Economic Development Committee

This advisory committee to the Plan Commission is also defined by City Code and is reestablished as city need dictates. Two City Aldermen chair and co-chair the Committee, while other members are appointed by the Mayor and confirmed by the City Council.

The EDC was reestablished in May 2003, to promote economic development within the community, including developing a strategic plan for the economic development of Monona.

G. Chamber of Commerce

The Monona Chamber of Commerce was established in 1990 to work as a unifying force to serve the interests of commerce in the community. The group strives to retain existing businesses, attract new businesses, and encourage high standards for businesses, such as ethics, good citizenship, and providing fair opportunities for residents. Approximately 200 Monona businesses are members of the Chamber of Commerce. The City of Monona has formed and continues to foster a cooperative relationship with the Chamber of Commerce.

H. Industry and Business Attraction

Monona practices performance zoning, which is regulated by the City's *Performance-based Zoning Code*. The *Zoning Code* indicates which types of businesses and industries are permissible in the city. The City wishes to attract non-heavy industrial, economically viable businesses to Monona in the next 20 years. The types of businesses the City plans to attract include service industries, high tech firms, retail companies, general office companies, light industrial companies in appropriate locations, and appropriate mixed-use developments. The City does not want heavy industrial companies relocating to Monona, because of the City's limited and urbanized land area.

I. Development of Environmentally Contaminated Areas

Monona must work diligently on redevelopment projects to increase the economic activity and tax base in the city because of its limited ability to annex more vacant land for development. This includes promoting the redevelopment of areas that have been environmentally contaminated. Prior to the construction of the Beltline Highway (U.S. Highway 12/18) in 1988, numerous gas stations lined Broadway and parts of Monona Drive and had varying amounts of environmental contamination. In addition, a former landfill was located between Broadway and the Beltline, east of Monona Drive. Significant private and public redevelopment activity has occurred along the Broadway corridor since the construction of the Beltline, and many sites have been cleaned up and redeveloped for other commercial uses, including retail and office buildings, and a large City park.

In 1999, the City compiled an inventory of gasoline station underground tank contamination and remediation activity along Broadway and Monona Drive. This study included the status of cleanup, and the type of redevelopment and reuse of the sites. The City will continue to review the inventory of underground tank contamination throughout the city in the future, as it is an essential component of redevelopment activities. One potential use for these sites is commercial development. The study will continue to update the status of these formerly contaminated sites including, their cleanup efforts, and redevelopment activities.

UUUUUUUUUUUUUUUUUUUUUUUUUUUUUUJ. Economic Development Programs

The State of Wisconsin offers a variety of financial assistance programs to local governments, like the City of Monona, to undertake economic development projects. In 2000, the Wisconsin Department of Natural Resources (DNR) and the Wisconsin Department of Commerce (DOC) outlined several programs in *The Financial Resource Guide for Cleanup and Redevelopment* that are available to Wisconsin communities from the State and Federal Government. Some examples of programs that are available to the City of Monona include Community Development Block Grants (CDBG) and the DNR Remediation and Redevelopment Program.

Community Development Block Grants exist in a variety of forms. CDBGs are available for blight elimination and brownfields redevelopment. The CDBG Emergency Grant Program provides grants for small communities with infrastructure damage due to catastrophic events. Some CDBGs are intended for public facilities or infrastructure in economic development plans and projects. Communities like Monona can use CDBGs to loan money to businesses for start-up costs. Finally, CDBGs are available to upgrade community facilities, infrastructure, and utilities to benefit low- and moderate-income residents.

The Wisconsin DNR Remediation and Redevelopment Program is a comprehensive, streamlined cleanup program that consolidates state and federal cleanup programs into one program. The DNR oversees the investigation and cleanup of superfund sites, leaky underground storage tanks, hazardous waste corrective actions, new and historic spills of waste or product materials, brownfields properties, closed solid waste landfills, closed wastewater facilities, and contaminated sediments. This program assists property owners and individuals causing hazardous material discharge and provides technical oversight, certification of cleanup completion, and assurance letters to the community.

In addition to these programs and grants, local governments may take advantage of redevelopment funds that exist through the state and national governments. In addition, Cities like Monona can take advantage of Industrial Revenue Bonds as a means of funding redevelopment projects.

Numerous options exist for the City of Monona in its redevelopment efforts. For complete information on funding available, see *The Financial Resource Guide for Cleanup and Redevelopment* (2000).

III. Goals, Objectives, and Policies

Goals:

- I) Expand employment opportunities in Monona.
- II) Encourage economic growth in Monona.

Objectives & Policies:

- A) Encourage commercial development and redevelopment that will provide jobs, goods, and services needed by residents, and to discourage the unnecessary duplication of existing facilities.
- B) Encourage business development and redevelopment in major business areas, such as Monona Drive, Broadway, and South Towne.
- C) Encourage cooperation between the Chamber of Commerce, CDA, and EDC on business retention, expansion, and attraction.
- A) Retain existing businesses, encourage and enable their expansion and revitalization, and attract new businesses.
- B) Continue to provide opportunities and incentives for new businesses to locate in Monona.
- C) Implement *TID No. 3* and *No. 4*.
- D) Implement *Redevelopment Project Plans 2, 3, and 4*.
- E) Focus on revitalizing business corridors for successful business location.
- F) Address residents' desires and concerns for redevelopment and new economic development.
- G) Promote and support the purposes of the Economic Development Committee, including the following:

Goals:

III) Encourage the maintenance of community design standards.

Objectives & Policies:

i) Evaluate needs and opportunities for various types of future economic growth (industrial, office, and commercial) that would be most directly beneficial to the residents of Monona, both as sources of goods and services and as sources of employment for Monona residents;

ii) Strive to create an economic redevelopment strategy and an economic development strategy for business retention, expansion, and attraction;

iii) Develop detailed plans for the future development of Monona Drive as a center of retail and service activity for Monona; and

iv) Encourage the completion of the last phase of reconstruction on West Broadway.

H) Encourage coordination between the City Council, the Community Development Authority, the Planning Commission, the Monona Drive Advisory Committee, the Monona Chamber of Commerce, and the Economic Development Committee.

I) Improve facilitation of the project review and approval process.

A) Enforce design standards for redevelopment, zoning, and TID's.

B) Incorporate residents' responses from the *Monona Drive Survey* and the *Master Plan Survey* into design guidelines for redevelopment, where feasible or appropriate.

C) Ensure that proper zoning occurs for business areas.

D) Continue to promote, maintain, and enforce design and landscaping standards for new development and redevelopment.

E) Encourage commercial design standards for consistent architecture within commercial districts.

F) Develop and enact design guidelines for Monona Drive.

TECHNICAL EXHIBIT
IN SUPPORT OF
A PETITION FOR RULE MAKING
TO AMEND THE FM TABLE OF ALLOTMENTS
COLUMBUS AND MONONA, WISCONSIN

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TECHNICAL EXHIBIT
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Technical Narrative

This technical narrative and associated exhibits have been prepared on behalf of Good Karma Broadcasting, LLC, the Licensee of FM station WTLX(FM) (herein "Petitioner"), in support of a Petition for Rule Making to amend Section 73.202(b) by the deletion of channel 263A (100.5 MHz) at Columbus, Wisconsin and allotting channel 263A to Monona, Wisconsin. As the requested change to channel 263A at Monona is mutually exclusive with the present allotment of channel 263A at Columbus, Petitioner invokes the provisions of Section 1.420(i).

The following is a summary of the allocation changes requested in the Rule Making:

- Delete Channel 263A at Columbus, Wisconsin and allot Channel 263A to Monona, Wisconsin.
- The city of Monona, Wisconsin (2000 Census population for Monona – 8,018) will be provided with its first local aural transmission service and Columbus, Wisconsin (2000 population 4,479) will not be deprived of its sole "existing" local service as there is one proposed service at Columbus, namely, AM station WTTN, 1580 kHz. Both Columbus and Monona currently have at least two aural services available to them.
- The number of persons within the WTLX(FM) 1 mV/m contour will increase from 116,000 persons to 405,000 persons, and will result in a "net" increase in 1 mV/m coverage of 289,000 persons. The land area within the WTLX(FM) 1 mV/m contour will decrease slightly from 2,430 square kilometers to 2,370 square kilometers.
- The WTLX loss area encompasses a land area of 1,450 square kilometers in which 34,200 people reside. The WTLX gain area encompasses a land area of 1,390 square kilometers in which 323,200 people reside.
- The proposal will not create any underserved area.

Proposed Change in Table of Allotments

Station WTLX(FM) is currently licensed (BLH-19920505KA) to operate on channel 263A at Columbus, Wisconsin with a maximum effective radiated power (ERP) of 6 kW and an antenna height above average terrain (HAAT) of 100 meters. Columbus is located in Columbia County, Wisconsin and has a 2000 U.S. Census population of 4,479 persons. AM station WTTN(AM) has an application pending to change its city of license from Watertown, Wisconsin to Columbus, on 1580 kHz (CDBS-20050118AJT). Therefore, adoption of the proposal will not deprive Columbus of its sole "existing" local service upon authorization of WTTN(AM) at Columbus.¹

Monona, Wisconsin is located in Dane County and has a 2000 U.S. Census population of 8,018 persons. Monona has no local AM or FM service and, therefore, Petitioner's proposal would bring first local aural broadcast service to Monona.

Compliance With FCC Rules

The attached Figure 1 is a tabulation of required separations pertinent to the use of channel 263A at Monona. The reference site complies with the Commission's minimum distance separation requirements contained in section 73.207 to all existing, authorized and proposed stations and allotments. The Monona proposal is mutually exclusive with the current Columbus allotment. Operation from the reference site will provide the requisite city grade signal to all of Monona.

Urbanized Area Considerations

Monona, Wisconsin is mostly encompassed by the Madison Urbanized area. Specifically, 67.1 percent of the land area and 99.9 percent of the population of Monona is encompassed by the Madison Urbanized area. In addition, the proposed 70 dBμ contour for the channel 263A operation, as shown in Figure 2, will cover 82.2 percent of the area and

¹ The Media Bureau has concluded that WTTN's AM Auction No. 84 Application (FCC File No. BMJP-20040129AGA) is not mutually exclusive with any other Application filed during the major change window.

88.9 percent of the population within the Madison Urbanized area. The existing WTLX(FM) 70 dB μ contour covers only 1.6 percent of the land area and 1.1 percent of the population within the Madison Urbanized area.

Gain and Loss Areas and Available Aural Services

Figure 3 is a map showing the FM 1 mV/m (60 dB μ) primary service contours for the licensed WTLX(FM) operation on channel 263A at Columbus and the proposed channel 263A allotment at Monona. Maximum facilities for each class and uniform terrain were utilized. The 1 mV/m "gain" and "loss" areas are also indicated.

Figure 4 is a map showing the other aural (AM, FM) services available to the areas within the 1 mV/m contours² from Figure 3. For FM stations, the 1 mV/m contour is depicted, and for Class A AM stations the 0.5 mV/m nighttime contour is shown. Areas marked with a number indicate the number of fulltime aural services available to that area. As shown on Figure 4, the entire loss area is served by at least 5 currently licensed aural services.

Population and Area within Gain and Loss Areas

Figure 3 also contains a tabulation of the land areas and estimated populations within the 1 mV/m FM primary service contours for the licensed WTLX(FM) operation on channel 263A at Columbus and the proposed WTLX(FM) operation on channel 263A at Monona. Adoption of the Petitioner's proposal will increase the number of persons within the WTLX(FM) 1 mV/m contour from 116,000 persons to 405,000 persons, and will result in a "net" increase in 1 mV/m coverage of 289,000 persons.

² The determination of available reception services was based on the criteria set forth in footnote 1 of the Notice of Proposed Rule Making in MM Docket No. 96-219 (DA 96-1774; adopted October 25, 1996, released November 1, 1996).

Coverage Contours

The FM predicted coverage contours were calculated in accordance with the provisions of Section 73.313, except that uniform terrain was presumed in all directions. Distances to AM contours were based on either nondirectional radiation pattern values or standard radiation pattern values obtained from the FCC's AM database. FCC Figure M-3 conductivity employed along all azimuths.

Population and Area

The population within each FM primary service contour (1 mV/m) and each gain, loss, reception and interference area was calculated using a computer program that utilizes the 2000 U.S. Census database of "population centroids". The program adds the populations of those U.S. Census designated areas whose centroid is within each service area. The area within each FM primary service contour was calculated using a root mean square algorithm.

Based on the above, Petitioner requests the deletion of channel 263A from Columbus, Wisconsin and the allotment of channel 263A to Monona, Wisconsin, accordingly, as the proposal is in compliance with all applicable Commission Rules.



Jonathan N. Edwards

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Sarasota, Florida 34237
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January 17, 2005

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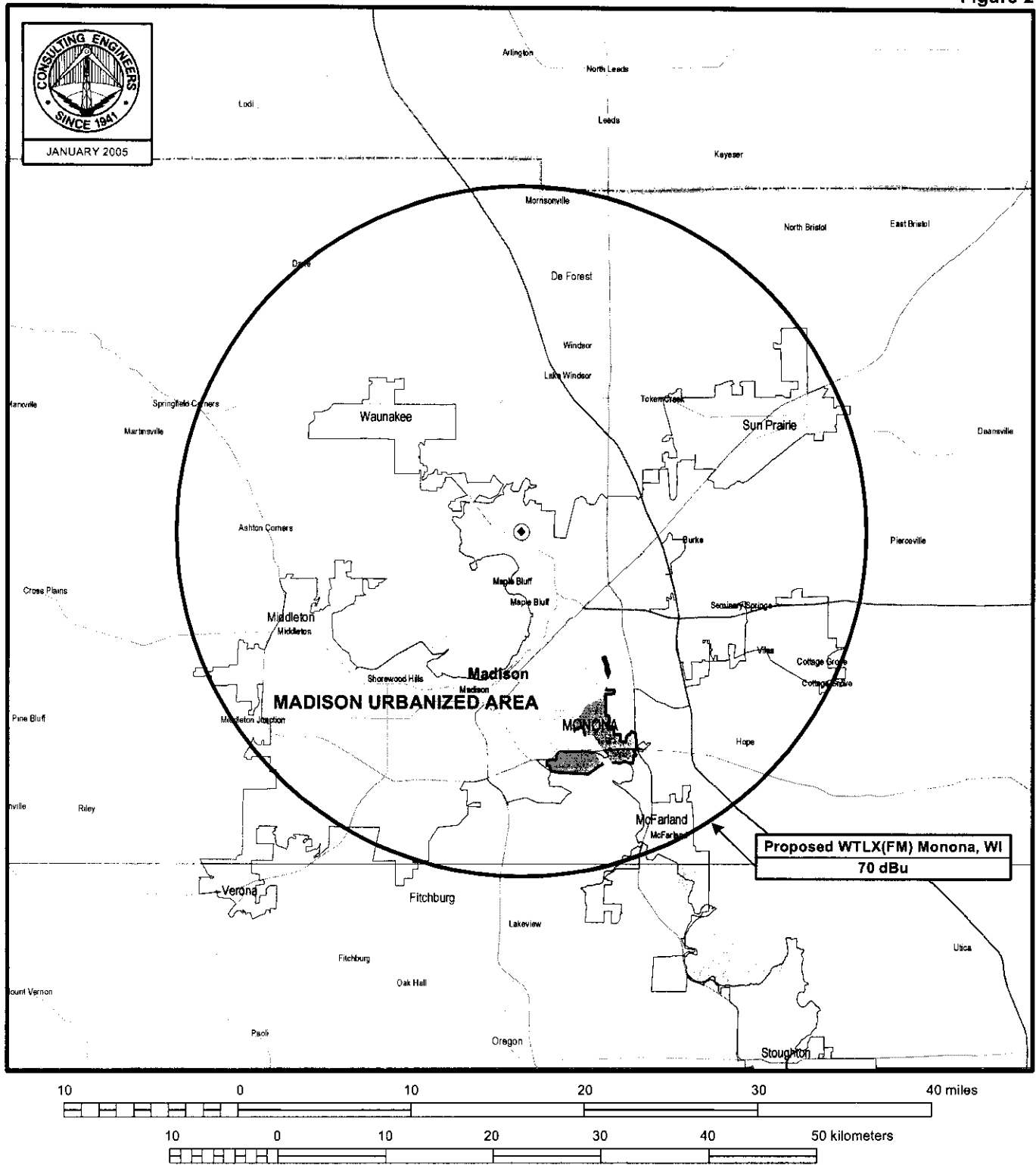
CDBS FM SEPARATION STUDY

Channel: 263A
01/17/2005

Separation Buffer: 32 km
Coordinates: 43-08-19 N 89-22-27 W

Call Id	City St	File Status	File Num	Channel Freq	ERP HAAT	DA Id	Latitude Longitude	73 215	Bear	Dist. (km)	Req. (km) 73.215 73.207
WORT 3596	MADISON WI	BLD LIC C	19990208KB	210 B1 89.9	2.000 286	N	43-03-03 089-29-13	N	223.2	13.39 1.39	0.0 12.0 Close
WJVL 61391	JANESVILLE WI	BLH LIC C	19891018KB	260 B1 99.9	11.000 153	N	42-43-47 089-10-10	N	159.8	48.40 0.40	42.0 48.0 Close
WDDC 35515	PORTAGE WI	BLH LIC C	19990329KG	261 A 100.1	3.100 114	N	43-31-42 089-26-01	Y	353.7	43.56 12.56	25.0 31.0 Close
WTLX 4477	COLUMBUS WI	BLH LIC C	19920505KA	263 A 100.5	6.000 100	Y	43-20-04 089-09-57	Y	37.7	27.56 -87.44	92.0 115.0 Short
<i>(Proposed to delete channel 263A at Columbus, WI and re-allot to Monona, WI)</i>											
KDEC-F 16367	DECORAH IA	BLH LIC C	19910809KC	263 C2 100.5	30.000 150	N	43-19-28 091-47-05	N	276.9	196.91 30.91	143.0 166.0 Clear
WKKV-F 68758	RACINE WI	BLH LIC C	6198	264 B 100.7	50.000 152	N	42-48-18 088-02-54	N	108.5	114.34 1.34	96.0 113.0 Close

Figure 2

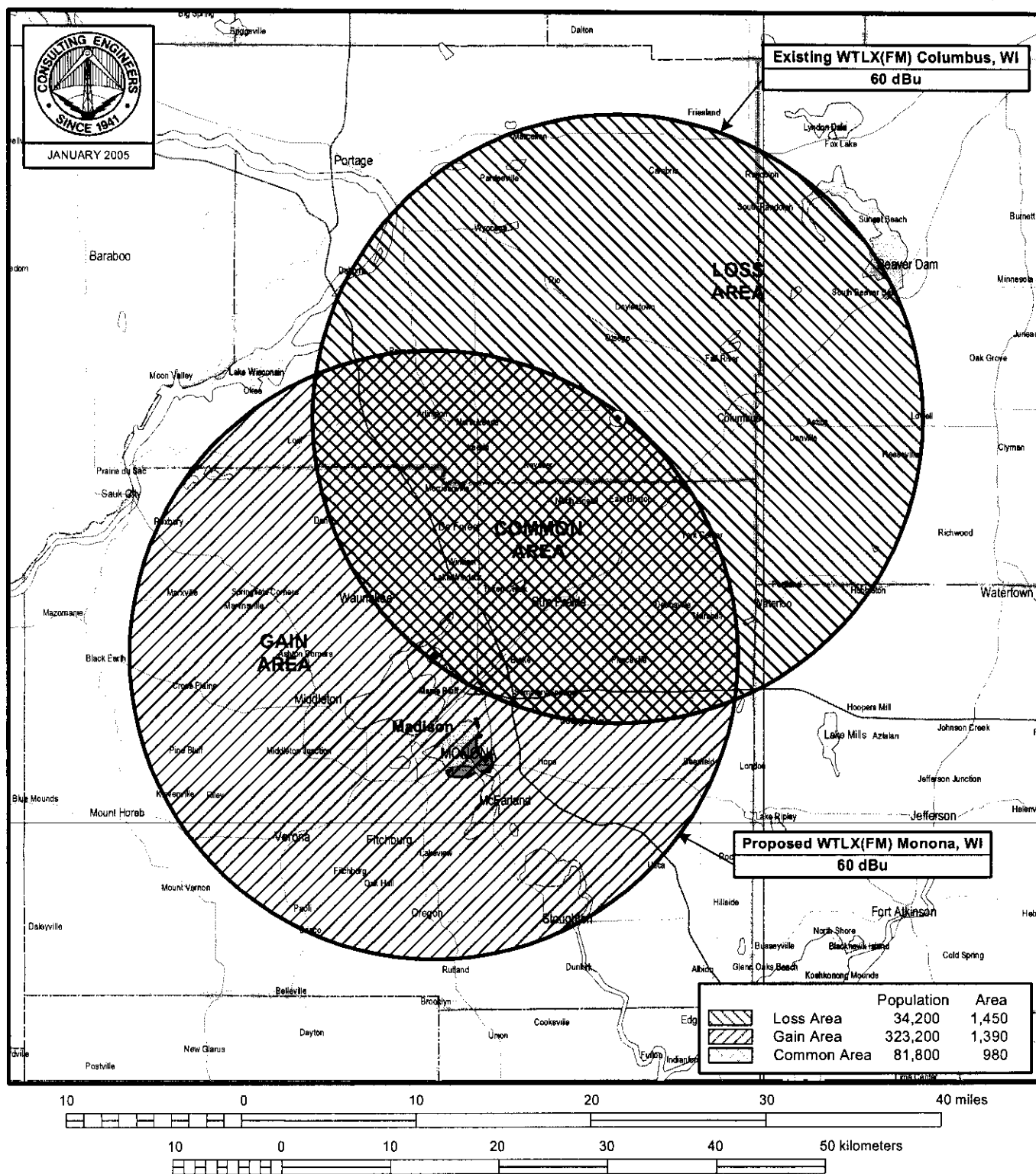


PROPOSED MONONA 70 dBu COVERAGE CONTOUR

PETITION FOR RULE MAKING

du Treil, Lundin & Rackley, Inc Sarasota, Florida

Figure 3

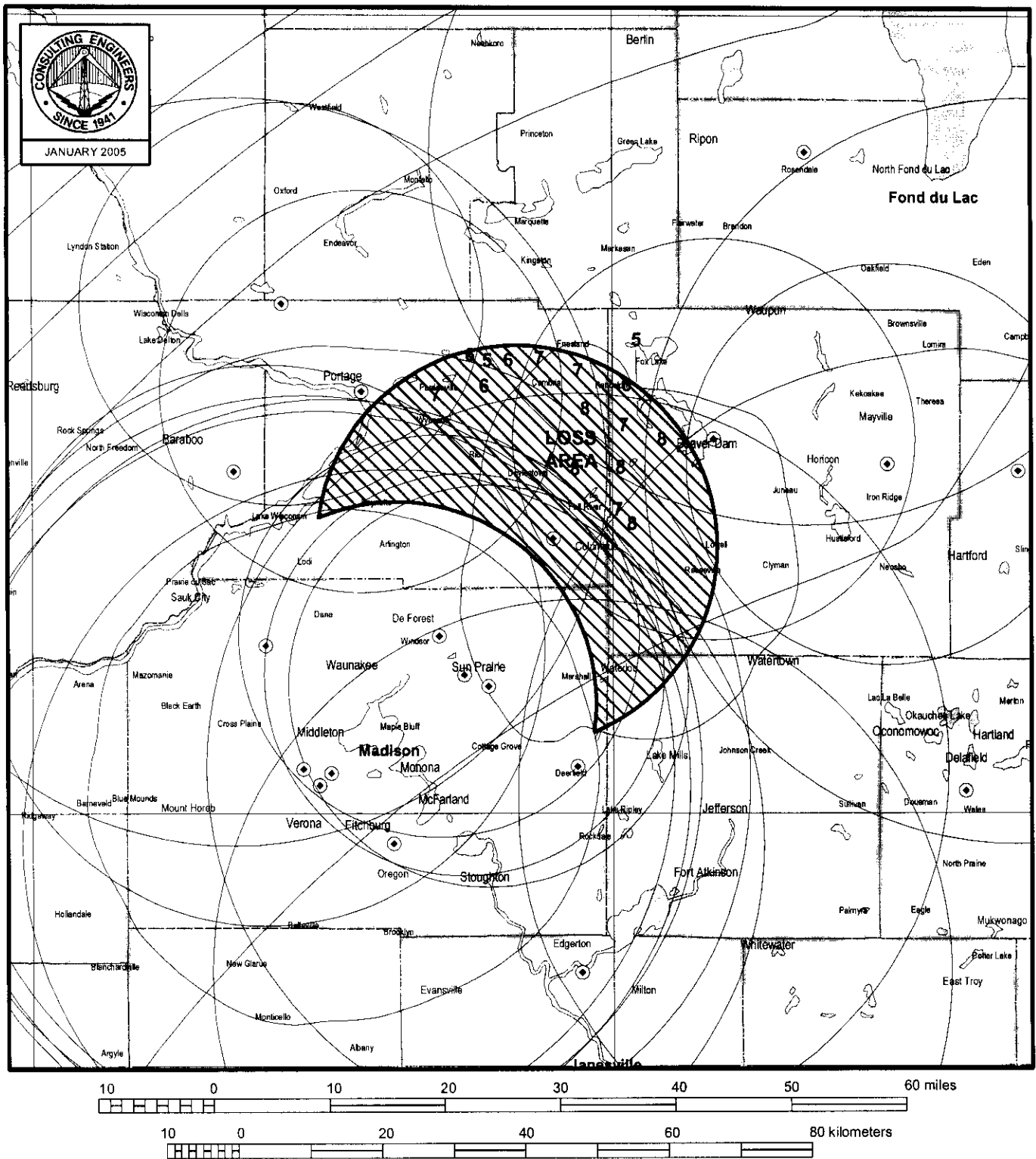


COLUMBUS/MONONA GAIN/LOSS AREA

PETITION FOR RULE MAKING

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Figure 4



COLUMBUS/MONONA LOSS AREA OTHER SERVICES

PETITION FOR RULE MAKING

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